

5 I claim:

1. A process for applying a polymeric label to a glass, plastic or metal container or surface said process comprising:

10 (a) applying a layer of a hydrophilic solid material comprising at least 30% by dry weight of an animal glue based on the total weight of the hydrophilic solid material to a polymeric label and thereafter drying said layer of hydrophilic material to form a water activatable  
15 hydrophilic layer that can be activated into a tacky fastenable adhesive;

(b) applying a sufficient amount of water, water containing a cross-linking agent, a water based adhesive  
20 or a water based adhesive containing a cross-linking agent to said activatable hydrophilic layer to form a tacky fastenable polymeric label;

(c) fastening said tacky fastenable polymeric label to a  
25 glass, plastic or metal container or surface; and

(d) curing said polymeric label on said glass, plastic or metal surface or container.

30 2. A process for applying a polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein the hydrophilic solid material is 90 percent by weight animal glue.

5 3.A process for applying a polymeric label to a glass,  
plastic or metal container or surface as defined in claim  
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wherein the polymer for the polymeric label is selected  
from the group consisting of polypropylene, polyethylene,  
10 polystyrene, polyester, polycarbonate, vinyl, cellophane  
and compatibilized polymer blends.

4.A process for applying a polymeric label to a glass,  
plastic or metal container or surface as defined in claim  
15 1 wherein step (b) is carried out with the application  
of a sufficient amount of water to said activatable layer  
to form a tacky fastenable polymeric label.

5. A process for applying a polymeric label to a glass,  
20 plastic or metal container or surface as defined in claim  
1 wherein step (b) is carried out with the application  
of a sufficient amount of water containing an effective  
amount of a crosslinking agent to said activatable layer  
to form a tacky fastenable polymeric label.

25 6. A process for applying a polymeric label to a glass,  
plastic or metal container or surface as defined in claim  
1 wherein step (b) is carried out with the application  
of a sufficient amount of water containing an effective  
30 amount of a crosslinking agent to said activatable layer  
to form a tacky fastenable polymeric label.

7. A process for applying a polymeric label to a glass,  
plastic or metal container or surface as defined in claim  
35 1 wherein step (b) is carried out with the application of  
a sufficient amount of water based activator to said  
activatable layer to form a tacky fastenable polymeric  
label.

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8. A process for applying a polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein step (b) is carried out with the application of a sufficient amount of water based activator containing a effective amount of a cross-linking agent to said  
10 activatable layer to form a tacky fastenable polymeric label.

9. A process for applying a polymeric label to a glass,  
15 plastic or metal container or surface as defined in claim 1 wherein the total amount of dried hydrophilic material is from 0.02g to 0.7g of dried hydrophilic material per sq. cm. of polymer label material.

20 10. A process for applying a polymeric label to a glass, plastic or metal container or surface as defined in claim 1 where a slip agent is added to said hydrophilic material.

25 11. A process for making a polymeric label stock for application to a glass, plastic or metal container or surface said process comprising:  
(a) applying a layer of an hydrophilic solid material comprising at least 30% by dry weight of an animal glue  
30 based on the total weight of the hydrophilic solid material by applying a aqueous dispersion comprising animal glue to a polymeric label stock and thereafter drying said layer of hydrophilic material.

35 12. A process for making a polymeric label stock for application to a glass, plastic or metal container or surface as defined in claim 11 wherein said aqueous dispersion of animal glue contains a cross-linking agent.

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13. A process for making a polymeric label stock for application to a glass, plastic or metal container or surface as defined in claim 12 wherein said aqueous dispersion of animal glue contains a cross-linking agent and an slip agent.

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14. A glass, plastic or metal container which is labeled with a label which is fastened to said container with a cross-linked animal glue.

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15. A glass, plastic or metal container which is labeled with a label which is fastened to said container with a cross-linked animal glue that is applied by rewetting a label which is treated with a water activatable animal glue.

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16. A composition for forming an activatable hydrophillic layer on a surface of label stock, said composition comprising:

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animal glue 30-95wt%;  
synthetic and/or natural polymer additive 5 - 65wt%;  
cross-linker 0-5wt%;  
humectant 0-15wt%;  
wetting agent 0-1wt%;  
defoamer 0-1wt%;  
anti-block additives 0-2wt%;  
slip additives 0-2wt%; and  
Water balance to 100wt%

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17. A composition for activating a dried activatable hydrophillic layer on a surface of label stock, said composition, said composition comprising:

- 5 cross-linker 1-10wt%;  
wetting agent 0-1wt%;  
defoamer 0-1wt%;  
thickener 0-2wt%;  
natural polymer 0-15wt%;
- 10 synthetic polymer 0-10wt%;and  
water balance to 100%